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EXAMINER	
BLACKWELL, JAMES H	

ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 08/25/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/986,244	OHSAWA, HIROYUKI
	Examiner	Art Unit
	James H Blackwell	2176

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *08 November 2001*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-45* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-45* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *08 November 2001* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☒ All b)☐ Some * c)☐ None of:

1.☒ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 5-6, 8-15, 20-21, 23-30, 35-36, and 38-45 are rejected under 35 U.S.C. 102(e) as being anticipated by Rhoades (U.S. Patent No. 6,311,214).

In regard to independent Claim 5, Rhoades teaches focusing an image of an object on a digital camera's CCD (or other) sensor (Col. 4, lines 36-39). Rhoades also teaches tat the camera is continuously grabbing and analyzing frames of data and a decoder decodes steganographically-encoded data (Col. 4, lines 41-45; compare with Claim 5, ***"... a receiving device for receiving an image picked up by an image pickup device"*** and ***"... extracting the predetermined symbol from the image displayed on a screen"***). Rhoades also teaches that normally, once the data contained in the image is decoded (referred to as Bedoop data, or a Bedoop object), it can be used to invoke software. Specifically, most systems will be able to respond to several classes of Bedoop objects. Simple software-based systems can compare the CLASS/DNS ID (and optionally the UID) to fixed values, and can branch program execution to responding subroutines (Col. 7, lines 43-47; compare with Claim 5, ***"... a***

control device for referring to a memory storing a predetermined symbol and an address corresponding to the predetermined symbol" and ***"... executing processing for accessing the address corresponding to the extracted predetermined symbol"***).

In regard to dependent Claim 6, Rhoades teaches that if the registry 34 does not recognize, or otherwise does not know how to respond to Bedoop data of that particular CLASS/DNS, the registry launches a default Bedoop client application. This client application, in turn, directs a web browser 40 on the local Bedoop system 28 to communicate with a remote master registration server computer 42. The local computer forwards the Bedoop data to this master server. The master server 42 examines the CLASS ID, and forwards the Bedoop data (directly, or through intervening servers) to a corresponding CLASS server 44. (A single server may handle Bedoop data of several classes, but more typically there is a dedicated server for each CLASS) (Col. 8, lines 58-67; Col. 9, lines 1-2; compare with Claim 6, ***"... when the predetermined symbol is extracted from the image displayed on the screen, said control device causes program code to run for accessing the address corresponding to the predetermined symbol via a network"***).

In regard to dependent Claim 8, Rhoades teaches that still another object-location clue is object shape. Many Bedoop objects are rectangular in shape (or trapezoidal as viewed by the camera). Straight edge boundaries can thus be used to define an area of likely Bedoop data (Col. 5, lines 42-45; compare with Claim 8, ***"...***

said control device extracts the symbol based on information on a shape of the symbol").

In regard to dependent Claim 9, Rhoades teaches that color is a further object identification clue that may be useful in some contexts (Col. 5, lines 46-47; compare with Claim 9, ***"... said control device extracts the symbol based on information on a color of the symbol"***).

In regard to dependent Claim 10, Rhoades teaches that Bedoop data can be conveyed by indicia or texturing on the surfaces of CD and DVD disks, on the labels (or authenticity certificates) for same, on the enclosures for same (e.g., jewel box, plastic case, etc.), on book dust jackets, on book pages, etc. Any of these objects can be presented to a Bedoop device to establish a link to a related web site (Col. 25, lines 64-67; Col. 26, lines 1-4; compare with Claim 10, ***"... the address includes a URL"***).

In regard to dependent Claim 11, Rhoades teaches an example where in a business card application, a database on the business card name server maintains a large collection of business card data, one database record per UID. When that server receives Bedoop data from a local Bedoop system, it parses out the UID and accesses the corresponding database record. This record typically includes more information than is commonly printed on conventional business cards. Sample fields from the record may include, for example, name, title, office phone, office fax, home phone, home fax, cellular phone, email address, company name, corporate web page address, personal web page address, secretary's name, spouse's name, and birthday. This record is

transmitted back to the originating Bedoop system (Col. 16, lines 23-34; compare with Claim 11, ***"... the address includes an email address"***).

In regard to independent Claim 12 (and similarly independent Claims 27, and 42), Rhoades teaches focusing an image of an object on a digital camera's CCD (or other) sensor (Col. 4, lines 36-39). Rhoades also teaches tat the camera is continuously grabbing and analyzing frames of data and a decoder decodes steganographically-encoded data (Col. 4, lines 41-45; compare with Claim 12 (and similarly Claims 27, and 42), ***"... a receiving device for receiving an image picked up by an image pickup device and information on the picked up image"***). Rhoades also teaches that normally, once the data contained in the image is decoded (referred to as Bedoop data, or a Bedoop object), it can be used to invoke software. Specifically, most systems will be able to respond to several classes of Bedoop objects. Simple software-based systems can compare the CLASS/DNS ID (and optionally the UID) to fixed values, and can branch program execution to responding subroutines (Col. 7, lines 43-47). In addition, Rhoades teaches that if the registry 34 does not recognize, or otherwise does not know how to respond to Bedoop data of that particular CLASS/DNS, the registry launches a default Bedoop client application. This client application, in turn, directs a web browser 40 on the local Bedoop system 28 to communicate with a remote master registration server computer 42. The local computer forwards the Bedoop data to this master server. The master server 42 examines the CLASS ID, and forwards the Bedoop data (directly, or through intervening servers) to a corresponding CLASS server 44. (A single server may handle Bedoop data of several classes, but more typically

there is a dedicated server for each CLASS) (Col. 8, lines 58-67; Col. 9, lines 1-2; compare with Claim 12 (and similarly Claims 27, and 42), ***"... a control device for, when it is determined based on the information on the picked up image that the image received by said receiving device includes a predetermined image, executing processing for accessing an address corresponding to the predetermined image by referring to a memory storing an address corresponding to the picked-up image"***).

In regard to dependent Claim 13 (and similarly dependent Claims 28, and 43), Rhoades teaches that in the case of a computer equipped with a Bedoop input device (e.g., a Sony VAIO PictureBook laptop with built-in camera), the operating system's registry database can be employed to associate different application programs with different CLASS/DNS IDs (just as the .XLS and .DOC file extensions are commonly associated by existing operating system registries to invoke Microsoft Excel and Word software applications, respectively). When a new Bedoop application is installed, it logs an entry in the registry database indicating the CLASS/DNS ID(s) that it will handle. Thereafter, when an object with such a CLASS/DNS ID is encountered, the operating system automatically launches the corresponding application to service the Bedoop data in an appropriate manner (Col. 7, lines 50-63; compare with Claim 13 (and similarly Claims 28, and 43), ***"... when the image received by said receiving device is included within the predetermined image, said control device causes program code to run for accessing the address corresponding to the predetermined image"***).

In regard to dependent Claim 14 (and similarly dependent Claims 29, and 44), Rhoades teaches that Bedoop data can be conveyed by indicia or texturing on the surfaces of CD and DVD disks, on the labels (or authenticity certificates) for same, on the enclosures for same (e.g., jewel box, plastic case, etc.), on book dust jackets, on book pages, etc. Any of these objects can be presented to a Bedoop device to establish a link to a related web site (Col. 25, lines 64-67; Col. 26, lines 1-4; compare with Claim 14 (and similarly Claims 29, and 44), ***"... the address includes a URL"***).

In regard to dependent Claim 15 (and similarly dependent Claims 30, and 45), Rhoades teaches that in a business card application, a database on the business card name server maintains a large collection of business card data, one database record per UID. When that server receives Bedoop data from a local Bedoop system, it parses out the UID and accesses the corresponding database record. This record typically includes more information than is commonly printed on conventional business cards. Sample fields from the record may include, for example, name, title, office phone, office fax, home phone, home fax, cellular phone, email address, company name, corporate web page address, personal web page address, secretary's name, spouse's name, and birthday. This record is transmitted back to the originating Bedoop system (Col. 16, lines 23-34; compare with Claim 15 (and similarly Claims 30, and 45), ***"... the address includes an email address"***).

In regard to independent Claim 20 (and similarly independent Claim 35), Rhoades teaches that normally, once the data contained in the image is decoded (referred to as Bedoop data, or a Bedoop object), it can be used to invoke software.

Specifically, most systems will be able to respond to several classes of Bedoop objects. Simple software-based systems can compare the CLASS/DNS ID (and optionally the UID) to fixed values, and can branch program execution to responding subroutines (Col. 7, lines 43-47; compare with Claim 20 (and similarly Claim 35), ***"... referring to a memory storing a predetermined symbol and an address corresponding to the predetermined symbol"***). Rhoades also teaches focusing an image of an object on a digital camera's CCD (or other) sensor (Col. 4, lines 36-39). Rhoades also teaches tat the camera is continuously grabbing and analyzing frames of data and a decoder decodes steganographically-encoded data (Col. 4, lines 41-45; compare with Claim 20 (and similarly Claim 35), ***"... extracting the predetermined symbol included in an image displayed on a screen"***). Rhoades also teaches that if the registry 34 does not recognize, or otherwise does not know how to respond to Bedoop data of that particular CLASS/DNS, the registry launches a default Bedoop client application. This client application, in turn, directs a web browser 40 on the local Bedoop system 28 to communicate with a remote master registration server computer 42. The local computer forwards the Bedoop data to this master server. The master server 42 examines the CLASS ID, and forwards the Bedoop data (directly, or through intervening servers) to a corresponding CLASS server 44. (A single server may handle Bedoop data of several classes, but more typically there is a dedicated server for each CLASS) (Col. 8, lines 58-67; Col. 9, lines 1-2; compare with Claim 20 (and similarly Claim 35),***"... executing processing for accessing the address corresponding to the extracted predetermined symbol"***).

In regard to dependent Claim 21 (and similarly dependent Claim 36), Rhoades teaches that if the registry 34 does not recognize, or otherwise does not know how to respond to Bedoop data of that particular CLASS/DNS, the registry launches a default Bedoop client application. This client application, in turn, directs a web browser 40 on the local Bedoop system 28 to communicate with a remote master registration server computer 42. The local computer forwards the Bedoop data to this master server. The master server 42 examines the CLASS ID, and forwards the Bedoop data (directly, or through intervening servers) to a corresponding CLASS server 44. (A single server may handle Bedoop data of several classes, but more typically there is a dedicated server for each CLASS) (Col. 8, lines 58-67; Col. 9, lines 1-2; compare with Claim 21 (and similarly Claim 36), ***"... running program code for accessing the address corresponding to the predetermined symbol, via a network"***). Rhoades also teaches focusing an image of an object on a digital camera's CCD (or other) sensor (Col. 4, lines 36-39). Rhoades also teaches tat the camera is continuously grabbing and analyzing frames of data and a decoder decodes steganographically-encoded data (Col. 4, lines 41-45; compare with Claim 21 (and similarly Claim 36), ***"... when the predetermined symbol is extracted from the image displayed on the screen"***).

In regard to dependent Claim 23 (and similarly dependent Claim 38), Rhoades teaches that still another object-location clue is object shape. Many Bedoop objects are rectangular in shape (or trapezoidal as viewed by the camera). Straight edge boundaries can thus be used to define an area of likely Bedoop data (Col. 5, lines 42-45; compare with Claim 23 (and similarly dependent Claim 38), ***"... extracting, using a***

control device, the predetermined symbol based on information on a shape of the symbol").

In regard to dependent Claim 24 (and similarly dependent Claim 39), Rhoades teaches that color is a further object identification clue that may be useful in some contexts (Col. 5, lines 46-47; compare with Claim 24 (and similarly Claim 39), ***"... extracting, using a control device, the predetermined symbol based on information on a color of the symbol"***).

In regard to dependent Claim 25 (and similarly dependent Claim 40), Rhoades teaches that Bedoop data can be conveyed by indicia or texturing on the surfaces of CD and DVD disks, on the labels (or authenticity certificates) for same, on the enclosures for same (e.g., jewel box, plastic case, etc.), on book dust jackets, on book pages, etc. Any of these objects can be presented to a Bedoop device to establish a link to a related web site (Col. 25, lines 64-67; Col. 26, lines 1-4; compare with Claim 25 (and similarly Claim 40), ***"... the address includes a URL"***).

In regard to dependent Claim 26 (and similarly dependent Claim 41), Rhoades teaches an example where in a business card application, a database on the business card name server maintains a large collection of business card data, one database record per UID. When that server receives Bedoop data from a local Bedoop system, it parses out the UID and accesses the corresponding database record. This record typically includes more information than is commonly printed on conventional business cards. Sample fields from the record may include, for example, name, title, office phone, office fax, home phone, home fax, cellular phone, email address, company name,

corporate web page address, personal web page address, secretary's name, spouse's name, and birthday. This record is transmitted back to the originating Bedoop system (Col. 16, lines 23-34; compare with Claim 26 (and similarly Claim 41), ***"... the address includes an email"***).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 1-4, 16, 18-19, 31, and 33-34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nielsen (U.S. Patent No. 6,658,662) in view of Rhoades (U.S. Patent No. 6,311,214).

In regard to independent Claim 1, Nielsen teaches a method of capturing information from a signal. Fig. 4A is a flowchart depicting this process. In step 402, a signal is received, for example, by receiving a broadcast video signal to a memory continuously in real time. Using a remote signaling device, such as the remote control 16 shown in Fig. 1B, a user signals that information in a current frame of the video signal is to be captured (Col. 11, lines 14-21). Note that the user likely is visually monitoring the signal either directly from the source, or via the memory since the user knows when a frame in question is displayed for grabbing by clicking the remote control. In response, in step 404 the current frame is converted into an image file. The conversion step can be carried out by digitizing a frame retrieved from a frame buffer 17 that receives the video signal in real time (Col. 11, lines 14-19; compare with Claim 1, ***"... a display device for displaying an image picked up by an image pickup device***

on a screen). Nielsen also teaches that when a frame has been grabbed, in step 406 any text items in the image file are identified. The identification step 406 can be carried out using an OCR processor 24 that reads the image file and writes a text file containing any text strings or characters identified in the image file (Col. 11, lines 21-23). When the text file has been written, in step 408 the text file is parsed to identify any references to other information, for example, by identifying URLs or domain names in the text file. The parsing step 408 can be carried out by scanning the text file, compiling character strings into words, testing the words against a vocabulary of valid items or against a template of valid URL semantics, and building in memory a list of valid items. Valid words or URLs identified in the parsing step 408 are written to a list of words or URLs (Col. 11, lines 34-44; compare with Claim 1, ***"... interpreting the extracted character string"***). Nielsen fails to explicity teach *causing program code to run software for accessing an address included in the interpreted character string, via a network.* However, Rhoades teaches a similar system that captures an image looking for a particular sub-image that is encoded with information. That information is then decoded from the sub-image and is used to establish a link to an internet address corresponding to that object (see Abstract). Rhoades continues to teach that normally, once the data contained in the image is decoded (referred to as Bedoop data, or a Bedoop object), it can be used to invoke software. Specifically, most systems will be able to respond to several classes of Bedoop objects. Simple software-based systems can compare the CLASS/DNS ID (and optionally the UID) to fixed values, and can branch program execution to responding subroutines (Col. 7, lines 43-47). In addition, Rhoades teaches

that if the registry 34 does not recognize, or otherwise does not know how to respond to Bedoop data of a particular CLASS/DNS, the registry launches a default Bedoop client application, which then directs a web browser on the local Bedoop system 28 to communicate with a remote master registration server computer 42 (Col. 8, lines 58-63). Therefore, it would have been obvious to one of ordinary still in the art at the time of invention to combine the teachings of Nielsen and Rhoades because both deal with recognizing items in an image obtained using a device such as a camera. Combining the teaching of Rhoades with that of Nielsen provides the benefit of invoking programs to based on the recognition of an address contained in the decoded image.

In regard to dependent Claim 2, Nielsen fails to specifically teach that *when the interpreted character string, including the address, is not displayed on the screen of said display device said control device does not cause the program code to run*. However, Rhoades teaches detecting a sub-image containing encoded data. Given the sequence of actions that occurs when such a sub-image is detected (see argument in response to Claim 1), it would have been obvious to one of ordinary skill in the art at the time of invention to realize that in the invention described by Rhoades, nothing would happen (including causing the invocation of a program). The benefit would have been to prevent unwanted actions based on the decoding of erroneous data.

In regard to dependent Claim 3, Nielsen teaches that in step 422, a URL is read from the URL list. In step 424, the system attempts to connect to a Web server at that URL, for example, by opening an HTTP connection and issuing the HTTP GET

command with the selected URL as an argument as shown in step 426 (Col. 11, lines 51-55; compare with Claim 3, ***"the character string includes a URL"***).

In regard to dependent Claim 4, Nielsen does not specifically teach that *the character string includes an email address*. However, Rhoades teaches that in a business card application, a database on the business card name server maintains a large collection of business card data, one database record per UID. When that server receives Bedoop data from a local Bedoop system, it parses out the UID and accesses the corresponding database record. This record typically includes more information than is commonly printed on conventional business cards. Sample fields from the record may include, for example, name, title, office phone, office fax, home phone, home fax, cellular phone, email address, company name, corporate web page address, personal web page address, secretary's name, spouse's name, and birthday. This record is transmitted back to the originating Bedoop system (Col. 16, lines 23-34). Therefore, it would have been obvious to one of ordinary still in the art at the time of invention to combine the teachings of Nielsen and Rhoades because both deal with recognizing items in an image obtained using a device such as a camera, and decoding those items to reveal data, including URLs and email addresses. Combining the teaching of Rhoades with that of Nielsen provides the benefit of invoking programs based on the recognition of an address contained in the decoded image.

In regard to independent Claim 16 (and similarly independent Claim 31), Nielsen teaches that when a frame has been grabbed, in step 406 any text items in the image file are identified. The identification step 406 can be carried out using an OCR

processor 24 that reads the image file and writes a text file containing any text strings or characters identified in the image file. When the text file has been written, in step 408 the text file is parsed to identify any references to other information, for example, by identifying URLs or domain names in the text file. The parsing step 408 can be carried out by scanning the text file, compiling character strings into words, testing the words against a vocabulary of valid items or against a template of valid URL semantics, and building in memory a list of valid items. Valid words or URLs identified in the parsing step 408 are written to a list of words or URLs. The words identified in the parsing step 408 are further validated in step 414. In one embodiment, the validation step 414 is the step of checking that each word or URL represents a valid website (Col. 11, lines 29-48; Fig. 4B). In step 422, a URL is read from the URL list. In step 424, the system attempts to connect to a Web server at that URL, for example, by opening an HTTP connection and issuing the HTTP GET command with the selected URL as an argument as shown in step 426 (Col. 11, lines 51-55; compare with Claim 16 (and similarly Claim 31), ***"... extracting a character string included in an image displayed on a screen; interpreting the extracted character string"***). Nielsen fails to specifically teach *running program code for accessing an address included in the interpreted character string, via a network*. However, Rhoades teaches that in the case of a computer equipped with a Bedoop input device (e.g., a Sony VAIO PictureBook laptop with built-in camera), the operating system's registry database can be employed to associate different application programs with different CLASS/DNS IDs (just as the .XLS and .DOC file extensions are commonly associated by existing operating system registries

to invoke Microsoft Excel and Word software applications, respectively). When a new Bedoop application is installed, it logs an entry in the registry database indicating the CLASS/DNS ID(s) that it will handle. Thereafter, when an object with such a CLASS/DNS ID is encountered, the operating system automatically launches the corresponding application to service the Bedoop data in an appropriate manner (Col. 7, lines 50-63). It would have been obvious to one of ordinary still in the art at the time of invention to combine the teachings of Nielsen and Rhoades because both deal with recognizing items in an image obtained using a device such as a camera. Combining the teaching of Rhoades with that of Nielsen provides the benefit of invoking programs to run only if the correct address is provided and is recognized.

In regard to dependent Claim 18 (and similarly dependent Claim 33), Rhoades teaches that Bedoop data can be conveyed by indicia or texturing on the surfaces of CD and DVD disks, on the labels (or authenticity certificates) for same, on the enclosures for same (e.g., jewel box, plastic case, etc.), on book dust jackets, on book pages, etc. Any of these objects can be presented to a Bedoop device to establish a link to a related web site (Col. 25, lines 64-67; Col. 26, lines 1-4; compare with Claim 18 (and similarly Claims 32), ***"... the character string includes a URL"***).

In regard to dependent Claim 19 (and similarly dependent Claim 34), Rhoades teaches that in a business card application, a database on the business card name server maintains a large collection of business card data, one database record per UID. When that server receives Bedoop data from a local Bedoop system, it parses out the UID and accesses the corresponding database record. This record typically includes

more information than is commonly printed on conventional business cards. Sample fields from the record may include, for example, name, title, office phone, office fax, home phone, home fax, cellular phone, email address, company name, corporate web page address, personal web page address, secretary's name, spouse's name, and birthday. This record is transmitted back to the originating Bedoop system (Col. 16, lines 23-34; compare with Claim 19 (and similarly Claim 34), ***"... the character string includes an email address"***).

Claims 7, 17, 22, 32, and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rhoades.

In regard to dependent Claim 7, Rhoades does not explicitly teach that *when the predetermined symbol is not displayed on the screen, said control device does not cause the program code to run*. However, Rhoades does teach detecting a sub-image containing encoded data. Given the sequence of actions that occurs when such a sub-image is detected (see argument in response to Claim 1), it would have been obvious to one of ordinary skill in the art at the time of invention to realize that in the invention described by Rhoades, nothing would happen (including causing the invocation of a program). The benefit would have been to prevent unwanted actions based on the decoding of erroneous data.

In regard to dependent Claim 17 (and similarly dependent Claim 32), Rhoades fails to specifically teach *preventing the program code from running when the character string including the address is not displayed on the screen*. However, Rhoades does

teach detecting a sub-image containing encoded data. Given the sequence of actions that occurs when such a sub-image is detected (see argument in response to Claim 1), it would have been obvious to one of ordinary skill in the art at the time of invention to realize that in the invention described by Rhoades, nothing would happen (including causing the invocation of a program). The benefit would have been to prevent unwanted actions based on the decoding of erroneous data.

In regard to dependent Claim 22 (and similarly dependent Claim 37), Rhoades does not explicitly teach *preventing the program code from running when the predetermined symbol is not displayed on the screen*. However, Rhoades teaches detecting a sub-image containing encoded data. Given the sequence of actions that occurs when such a sub-image is detected (see argument in response to Claim 1), it would have been obvious to one of ordinary skill in the art at the time of invention to realize that in the invention described by Rhoades, nothing would happen (including causing the invocation of a program). The benefit would have been to prevent unwanted actions based on the decoding of erroneous data.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H Blackwell whose telephone number is 703-305-0940. The examiner can normally be reached on Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph H Feild can be reached on 703-305-9792. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

James H. Blackwell
08/20/04

SANJIV SHAH
PRIMARY EXAMINER